

What's News in Egypt?

USIS-CAIRO "HEADLINE REPORT"

PRESS SECTION, AMERICAN EMBASSY

"What's News" is prepared to give American readers a quick, at-a-glance, objective poll of Egyptian newspaper interest; to show what Egyptian papers are "playing up" and what they are "playing down." Where possible, it cross-sections the press--right, left and center--concentrating on major and most influential papers. Topics are listed in the order of the importance given them by editors...and thus are listed in the order in which they claim the eyes of Egyptian newspaper readers.

Explanation of the poll system appears on reverse of this page.

Papers of

Aug. 23, '48

"Ahram"

"Assas"

"Ikhwan"

"Kotla"

"Misri"

"Sawt el Umma"

Subject:

Points:

Papers using:

ARABIC PRESS

| | | |
|---|-----|----------------|
| PALESTINE -- Situation in Jerusalem dangerous; Jews continue truce violations; Bernadotte to submit report on Palestine to U.N. General Assembly; Four big planes in Zionist aerodrome in Palestine (Ah); Azcarate's reply to Nokrashy; Bernadotte sees no necessity to prevent Jewish immigration during truce (Ah); Hagana leader in Jerusalem killed (M); propositions to solve Palestine problem to be submitted to General Assembly (As,K,M); Britain and Israel's application for U.N. membership (I); Zionists lose hope of admission to U.N. (S)... | 227 | Ah,As,I,K,M,S. |
| BERLIN -- Russians kidnap U.S. ex-OWI official; Russian official arrested in British sector; Russia challenges West in black market battle (K); Soviet attempt to seize power in Berlin obliges Britain to change its international policy (M); Russians try to lure laborers from Western zones (As); World's fate to be decided in Berlin (M)... | 59 | Ah,As,I,K,M,S. |
| MOSCOW TALKS -- decisive meeting to be held today at Kremlin... | 33 | Ah,As,I,K,M. |
| NEW YORK -- Soviet Consul affair; U.S. to deport him if he decides to stay in New York (H)... | 20 | As,I,M. |
| GREECE -- Guerrillas flee to Albania... | 18 | Ah,As,I,M. |
| WASHINGTON -- Soviet policy in U.S.; how Soviet officials in foreign countries are selected... | 15 | K. |
| TITO rechallenges Russia and arrests hundreds of its supporters in Army and Government; Soviet movements on frontiers to overthrow Government in Yugoslavia... | 13 | M. |
| HYDERABAD CASE -- Arab circles doubt that Syria will support it at U.N. General Assembly... | 13 | Ah,As,K. |

HOW THIS REPORT IS PREPARED...

"What's News" does not translate new reflect the individual point of view. By an objective statistical conversion of "headline bigness," "story placement" and "display" into figures, it attempts to show a general picture of how the newspapers of Egypt rate current news.

To give this picture, every story on the major news pages of a representative group of newspapers in each language is given a "point value," based on story display and position.

These point values are reached as follows:

1. A single-column headline is given an arbitrary value of two points. A two-column headline rates four points. A three-column headline earns six -- etc. The basic point value of a story is set at twice the width of its headline.
2. Three points are added to the value of all stories published on "Page One"... and an additional two points are added to each story published in the top third of Page One. Thus an eight-column "banner" headline on Page One rates sixteen points, plus three points, plus two points -- 21 points.
3. After all stories in the newspapers covered are evaluated in this manner, the total score for each item of news (regardless of what phase of the story the individual newspaper "plays up") is added, for the entire cross-sectioned group of newspapers. By choosing papers right, center and left, partisan considerations in giving prominence to news are "balanced out". Thus, if the Wafd gives a story banner headlines and the Administration omits, the score for this story, even though it is bannered in a Wafd paper, will be no more than the score for a story given four-column headlines in both Administration and Opposition newspapers.
4. The identical system is used in evaluating the Arabic and French press, except that the Arabic report, because of the Egyptian custom of bulking international news on Page One, and major local news on Page 2, scans both these pages. The French analysis covers "Page One". The English Press is not evaluated because only a single newspaper appears mornings, another afternoons, and American readers can see immediately the value accorded specific items by the "entire" morning and evening English Press.
5. "Editorial Report" simply lists the subjects of major editorials (as opposed to news items) in the press, by newspapers, for the convenience of those seeking comment on a specific subject.

WHY THIS REPORT IS PREPARED...

USIS has "evaluated" the news in less formal fashion for some time, in order to guide its work. No "Information Service" can operate into a void; it must know what subjects are of most vital interest to the papers it services.

Because it has seemed probable that other Embassy officials and Americans, unable to read the Arabic and French press daily for themselves, would find a "shorthand report" of this sort valuable as a barometer of local press (and thus, to a degree, public) interest, the above means was devised to pass along the daily USIS look at the news.

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| Subject: | Points: | Papers using: |
|---|---------|---------------|
| POLITICAL AND SOCIAL conditions in the Middle East (quoting a "New York Times" article)... | 10 | M. |
| ROME -- Labor unions crisis in Italy (Ah); Communists victorious against Government in farmers strike (M)... | 10 | Ah, M. |
| ASIA IN REVOLUTION against foreign colonization; Burma and Malay struggle for their independence... | 9 | I. |
| JAPAN sides with U.S. if war breaks out between latter and Russia (quoting a "Daily Herald" article)... | 8 | As. |
| NEW YORK -- Henry Wallace says he is not under Communist control... | 7 | M. |
| RUSSIANS sell arms to Austrian Communists... | 7 | M. |
| DAMASCUS -- First Syrian Consul to Istanbul appointed... | 5 | Ah. |
| PARIS -- Freedom of information causes difference in Human Rights Commission... | 4 | M. |
| LONDON -- Britain prevents British tourists from visiting Belgium... | 4 | As. |
| LONDON -- Churchill on way to France... | 4 | K, M. |
| PARIS -- Premier Marie warns against abusing economic liberty... | 4 | Ah. |
| ROME -- Italy desperate of re-acquiring Lybia... | 2 | M. |
| BUDAPEST -- Two Yugoslav officers flee from Yugoslavia to Hungary... | 2 | Ah. |
| KARACHI -- Flood destroys 126 villages in Pakistan... | 2 | Ah. |
| BRUSSELS -- Swiss professor to study bottom of Atlantic... | 2 | Ah. |

FRENCH PRESS

August 23, 1948 papers: "Journal d'Egypte," "Progres Egyptien."

| | | |
|---|----|-------|
| PALESTINE -- General situation; Mediator to submit his report next September to U.N. General Assembly at Paris; Azcarate's reply to Nokrashy... | 38 | J, P. |
| MOSCOW TALKS -- Western envoys to attend last Kremlin meeting today... | 30 | J, P. |
| GREECE -- Greek Army puts an end to resistance of guerrillas... | 30 | J, P. |
| BERLIN -- U.S. ex-OWI official kidnapped by Russians; British arrest Soviet C.I.D. head... | 19 | J, P. |
| PARIS -- Atomic cloud over France... | 15 | J, P. |

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| Subject: | Points: | Papers using: |
|--|---------|---------------|
| ESPIONAGE AFFAIR -- Lomakin to be deported if he attempts to stay in New York... | 14 | J,P. |
| FRANCE Premier Marie declares "Economic liberty should not be abused"... | 14 | J,P. |
| KOREA -- Elections in Northern Korea to begin August 25... | 12 | J,P. |
| CHURCHILL on way to France... | 11 | J,P. |
| YUGOSLAV Army to be purged of Communists... | 10 | J,P. |
| KARACHI -- Flood destroys 126 villages in Pakistan... | 9 | J,P. |
| PARIS celebrates 4th anniversary of its independence... | 9 | P. |
| U.S. -- Wallace deserves credit for beginning Moscow talks... | 8 | P. |
| SIAM -- Communists infiltrate into Siam... | 6 | J. |
| CHINA -- Chiang Kai Chek says Communist agricultural reform has failed and calls people to collaborate in monetary reform... | 6 | J. |

EDITORIALSFRENCH PRESS:

West-German State ...Most Important point in Moscow Talks -- "Journal d'Egypte."

European Union -- "Progres."

ARABIC PRESS:

Points of Weakness and Points of Strength -- (on weakness and strength of Eastern and Western blocks if they go into war) -- "Ahram."
 Was Saad a Totalitarian? -- (on the character of Saad Zaghloul Pasha on the occasion of the 21st anniversary of his death) -- "Ahram."
 A Leader and a Generation -- (on Saad Zaghloul) -- "Ahram."

Two commemorating editorials on Saad Zaghloul -- "Assas."

Criminal Policy -- (on U.S. foreign policy) -- "Ikhwan."
 Egypt and Palestine Together -- "Ikhwan."

Land and Freedom -- (on agricultural and social reforms Egypt should offer its fellahin) -- "Kotla."

Saad's Memory -- "Misri."
 The Tragedy of Refugees -- "Misri."

Saad's Mission -- "Sawt el Umma."